

Customer & Market Analysis is the solution for your organization to gain important demographic and market information about your customers such as customer profile, market size & share, and hidden prospects.

Customer & Market Analysis enriches your understanding of your customers and prospects, enabling you to become more strategic about your marketing and selling efforts.

Result: Know more about your customers

After analysis, we'll provide you a Profile of your customers – what your customers look like. We can also describe what your BEST customer looks like.

Result: Know more about your prospects

We'll match your customer profile to our universe database to generate a highly qualified Prospect List with clear description of all the companies "that look just like your customers".

Result: Know more about your market

We'll provide you a cogent, analytical review of your customer base, and your Market Share & Market Size estimates to empower you in your marketing planning, forecasting and territory management efforts.

More features: Add industry data to your customer file

At your option, we can augment your customer records with our proprietary industry data, which you can then house inside your CRM system. Examples include SIC code and CEO name of your customers. We'll append the selected data to your records, and then deliver the complete customer database back to you.

More features: License fully qualified data and get the only data you need

You can simply purchase from us the data that matches your customer profile, and at the same time be confident that the data you license is targeted and qualified.

Key Features:

Customer Profile: Get a description of your customers - what your BEST customer looks like.

Prospect Identification: Get a list of new prospects "that look just like your best customers".

Market Size & Share: View an analysis of your customer base, your market share and market size.

Data Append: Add industry data to your customer file like SIC code, employee size and sales.

Data License: License fully qualified data, based on your profile, and get the only data you need.

Can you describe your typical customer or best customers?

Are you able to calculate the size of your market? What is your market share?

Let us help you answer these critical business questions.

CONTACT US TODAY FOR A FREE CONSULTATION